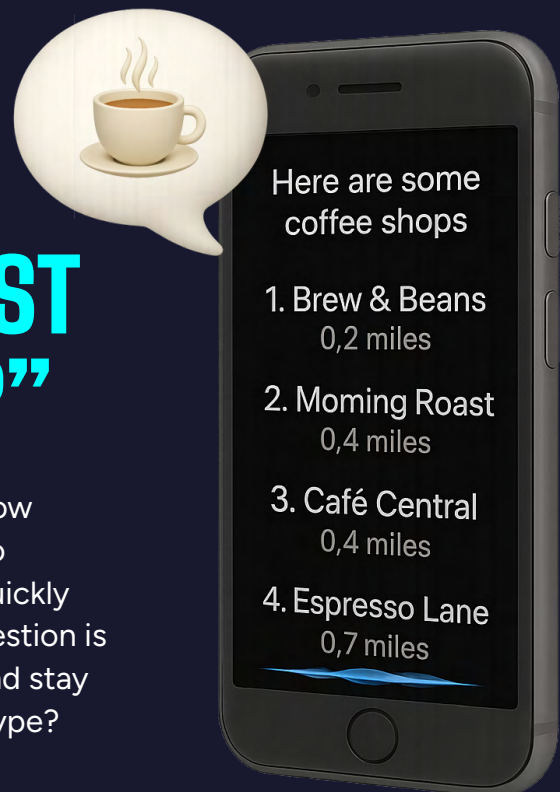




# “SIRI, WHERE CAN I FIND THE BEST COFFEE NEAR ME?”

This simple question represents a huge shift in how we discover brands today. As more people talk to their devices instead of typing, voice search is quickly changing the rules of digital visibility. The big question is how can brands adapt to this voice-first world and stay discoverable when customers speak instead of type?



## The Voice Revolution Is Here

From smart speakers in our kitchens to the phones in our pockets, voice technology has moved from novelty to necessity. Millions of UK consumers now routinely ask Alexa, Siri and Google to find information, make recommendations and complete purchases.

### The way people search by voice is fundamentally different:



Typically longer



More conversational

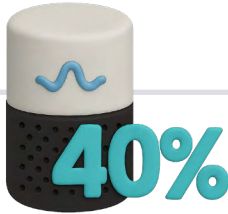


Framed as questions

For brands, succeeding in voice search isn't just about technical tweaks; it's about understanding how conversation is replacing keyboard input.

Voice search represents both an immediate opportunity and a long-term necessity. For UK marketing teams, getting voice search right means better visibility today and staying relevant tomorrow as more consumers choose to speak rather than type their needs.

## People Are Talking



Over 40% of adults now use voice search daily across devices.<sup>1</sup>



62% of smart speaker owners have made a purchase through voice commands.<sup>2</sup>



People speak differently than they type; voice searches are typically 3-5 words longer and usually phrased as questions.<sup>3</sup>

## Tech That Makes Or Breaks Success



Being the featured snippet (position zero) is crucial 80% of Google Assistant answers come from these snippets.<sup>5</sup>



Mobile matters enormously, with 56% of voice searches happening on smartphones.<sup>6 & 7</sup>



Local intent is 3x higher in voice searches than text searches ('Near Me' queries dominate).<sup>8 & 9</sup>

## Competitive Edge



Only 4% of companies have fully optimised their digital presence for voice search, creating significant first-mover advantage opportunities.<sup>10</sup>



Brands appearing in voice search results see an average 20% increase in web traffic from mobile devices.<sup>11</sup>



Industries with high immediate-need services (restaurants, retail, etc.) see the highest voice search conversion rates.<sup>12</sup>

## So...what?

### 1. Talk Like People Talk

Voice searches sound like normal conversations, not typed keywords. Focus on natural language that matches how people actually speak. Include complete questions (Who, What, When, Where, Why, How) in your content, especially in headings and opening paragraphs.<sup>13</sup>

**Review your website content with this simple test: Would someone ask for information this way in conversation?**

### 2. Answer Questions Directly

Voice assistants love content that gives clear, direct answers to specific questions. Create FAQ sections with straightforward question-and-answer formats to dramatically increase your chances of being the chosen voice search result.<sup>14</sup>

**Make your answers helpful but brief (around 40-60 words)—perfect for voice assistants to read aloud without losing the listener's attention.**

### 3. Think Local, Act Local

Near me is the superstar of voice search phrases. Make sure your Google Business Profile is complete and current with accurate hours, services and location details.<sup>15</sup> Sprinkle location-specific terms throughout your content and metadata and consider creating dedicated pages for each location you serve.

**Remember that people often use voice search when they're on the move and looking for immediate solutions nearby.**

### 4. Help Search Engines Understand Your Content

Structured data (schema markup) is like giving search engines a map of your content. Apply schema markup to your business information, products, services and FAQs.<sup>16</sup>

**This technical step gives you a significant advantage since many competitors haven't taken the time to implement it, despite its outsized impact on voice search visibility.**

### 5. Speed Up The Mobile Experience

Since most voice searches happen on mobile devices, your site needs to be lightning-fast and mobile-friendly. Aim for loading times under 3 seconds, ensure your design works on small screens and make navigation simple without typing.<sup>17</sup>

**Voice assistants prefer quick-loading sources because voice searchers expect immediate answers - slow sites rarely make the cut.**

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